Fewer size-related returns at Harbor & Pine

Fictional sample · Northwind Returns × Harbor & Pine · Before/after slide rewrite

Slides 2, 3 and 12 shown in a generic version, then rewritten for one prospect

Returns are a growing problem in e-commerce

BEFORE · Generic slide 2

- Online shoppers return more than ever
- Sizing is a top reason for returns
- Returns eat into retail margins

Two product lines drive most of Harbor & Pine's size-related returns

AFTER · Source: Harbor & Pine returns export, Q3 (fictional figures)

41%
TAILORED TROUSERS
Share of size-related returns

27%
KNIT DRESSES
Share of size-related returns

32%
ALL OTHER LINES
Share of size-related returns

Returns cost retailers billions

BEFORE · Generic slide 3

- Return volumes spike after every holiday season
- Processing returns is expensive
- Our customers see big savings

Estimated cost of size-related returns: about $410K a year

AFTER · 52,000 orders × 21% returned for size × $37.50 per return · inputs from Harbor & Pine

52,000
ORDERS A YEAR
Tailored trousers and knit dresses

21%
RETURNED FOR SIZE
Size-related return rate, two lines

$37.50
COST PER RETURN
Handling, shipping and repacking

Capability → outcome → evidence

Slide 5, built from what Harbor & Pine said in discovery

CAPABILITY	OUTCOME FOR HARBOR & PINE	EVIDENCE TO SHOW
Size recommendation at checkout	Fewer size-related returns in the two problem lines	Pilot results from a referenceable customer, with permission
Returns-reason dashboard	Returns team sees what drives volume before a promotion	Screenshot using anonymized sample data
Storefront integration	Live before the spring catalog deadline	Implementation plan on slide 11

Questions?

BEFORE · Generic slide 12

Thank you · Let us know if you're interested

Proposed next step: 6-week pilot on two product lines

AFTER · I'll send the calendar invite and the pilot one-pager today.

- Tue 14 Jan: technical review with your storefront lead (45 min)
- Week of 20 Jan: pilot live on the two product lines
- Success measure: size-related return rate vs same weeks last year
- Thu 6 Mar: decision meeting with the VP of E-commerce and Finance